

# Denise Conroy-Galley



As a seasoned marketing executive with almost 20 years of experience, Denise Conroy-Galley is the senior vice president of marketing & creative services for Scripps Networks Interactive Home Category networks HGTV and DIY Network. In this role, Conroy-Galley leads all consumer marketing, press and research activities for the network. Her current responsibilities include branding, consumer marketing, media buying, on-air promotions, and strategic alliances.

Prior to joining Scripps, Conroy-Galley was the executive vice president of marketing & research at Outdoor Channel. During her tenure, Outdoor Channel achieved unprecedented acclaim for its marketing and promotions, winning over 30 CTAM Mark, MarCom, PRISM, and Telly Awards. Under Conroy-Galley's leadership, *CableFAX* named Outdoor Channel's marketing group "Marketing Team of the Year" in 2011.

Before her time at Outdoor Channel, Conroy-Galley ran her own boutique sports marketing agency and worked in marketing for Straightline, the start-up Internet division of U.S. Steel. Earlier in her career, she was a senior consultant for Hatch Beddows, a Pittsburgh-based international management-consulting firm. In this role, she consulted to executives and major investment banks on marketing and market strategy.

Conroy-Galley earned a B.A. in political science from West Virginia University in 1993. Later that year, she was awarded a full academic scholarship to pursue her graduate work at Duquesne University. She received an M.A. in social & public policy in 1995.

Conroy-Galley is involved in numerous organizations in the cable industry. She is a member of Women in Cable Telecommunications (WICT) and the Cable & Telecommunications Association for Marketing (CTAM). Conroy-Galley is also a CTAM Mark Awards Judge and has been a WICT Mentor. In 2008, she was named one of the cable industry's "40 Under 40" by *Multichannel News*. The same year, she was named to the "CableFAX 100." In 2009, Conroy-Galley was named to Class XX of WICT's Betsy Magness Leadership Institute (BMLI), the flagship leadership development program for the cable and telecommunications industry. *CableFAX* named her as one of the "Most Powerful Women in Cable" for four years in a row (2009-12) and as a finalist for "Marketer of the Year" in the same years.

Conroy-Galley participated in The White House Project's Go Run program, a program designed to train prominent women to influence the public policy agenda and run for office.